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COLLEGE OF BUSINESS ADMINISTRATION
THE UNIVERSITY OF OKLAHOMA

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SUMMARY OF INDICATORS

Category	1 Mo. '85	1 Mo. '84	Jan. '85	Percentage Change 1 Mo. '85/84	Percentage Change Jan./Dec. '85/'84
Personal Income (Monthly Average)					
Unadjusted ($000,000)	3,569	3,241	3,569	10.1	0.4
Adjusted for CPI ($000,000)	1129.1	1061.9	1129.1	6.3	0.2
Crude Oil Production (000 bbl)[a]	167,493	158,445	13,945	5.7	6.0
Industrial Power Sales (000,000 Kwh)[b]	656	637	656	3.0	-2.1
Total Bank Deposits ($000,000)[c]					
Demand	7,874	7,649	7,874	2.9	1.2
Savings	26,805	23,828	26,805	12.5	0.8
Savings and Loan Associations ($000,000)					
Assets	9,428	8,157	9,428	15.6	0.2
New Mortgage Loans Made	58	126	58	-54.0	-49.6
Employment[d,e]					
Total Labor Force (000)	1,526	1,524	1,526	0.1	-3.1
Total Employment (000)	1,401	1,393	1,401	0.6	-4.2
Unemployment Rate (%)	8.3	7.5	8.3	—	—

[a]12 months and December Data
[b]Sales of larger privately owned utility companies.
[c]Total deposits of the Federal Reserve Member Banks; Savings includes all types of NOW accounts.
[d]Civilian Labor Force.
[e]Includes revisions in previous month's data.

RETAIL TRADE IN SELECTED CITIES ($000)

City	Jan. '85 Adjusted	Jan. '85 Unadjusted	Adjusted[a] '85/'84 1 Mo.	Adjusted[a] '85/'84 Jan./Dec.	City	Jan. '85 Adjusted	Jan. '85 Unadjusted	Adjusted[a] '85/'84 1 Mo.	Adjusted[a] '85/'84 Jan./Dec.
Ada	15,768	14,818	28.2	-6.5	Idabel	4,912	4,129	23.9	-3.3
Altus	12,186	11,648	20.0	-17.7	Lawton	40,389	35,358	17.5	-3.5
Alva	4,030	3,617	15.6	-1.2	McAlester	15,525	12,904	15.6	0.2
Anadarko	5,461	4,725	32.4	11.3	Miami	10,204	8,712	21.6	-4.8
Ardmore	20,605	17,839	18.5	2.2	Midwest City	38,754	36,013	17.3	-8.3
Bartlesville	29,168	25,137	13.6	-8.0	Norman	44,285	40,900	24.9	-3.5
Blackwell	3,639	3,147	14.2	-0.1	Oklahoma City	310,520	260,802	16.8	-1.2
Broken Arrow	18,922	15,235	13.6	-2.2	Okmulgee	6,573	5,574	15.3	1.3
Chickasha	12,046	10,614	11.4	-0.8	Pauls Valley	4,310	3,691	14.2	-0.6
Clinton	6,807	5,929	3.1	-11.0	Pawhuska	2,637	2,292	14.1	3.7
Cushing	6,205	5,655	8.7	0.8	Ponca City	16,855	14,463	21.8	1.9
Del City	11,294	10,000	15.1	-3.8	Poteau	4,806	4,213	30.7	-15.0
Duncan	17,539	15,300	12.0	-1.6	Sand Springs	10,978	9,074	20.8	1.9
Durant	8,195	7,023	25.3	-3.0	Sapulpa	11,488	10,131	35.5	3.1
Edmond	29,473	26,266	26.5	4.7	Seminole	5,490	4,669	6.5	0.5
Elk City	6,470	5,800	12.0	0.6	Shawnee	18,176	16,125	12.1	-2.6
El Reno	9,001	7,907	15.6	0.8	Stillwater	22,259	21,981	44.4	20.7
Guthrie	4,861	4,126	14.5	-2.5	Tahlequah	7,834	6,731	18.7	1.8
Guymon	4,680	4,018	26.2	1.3	Tulsa	243,716	220,353	13.2	-0.3
Henryetta	5,578	4,802	27.4	3.5	Watonga	2,468	2,230	17.1	-1.6
Hobart	2,959	2,459	16.0	9.0	Wewoka	1,807	1,647	17.6	-5.2
Holdenville	2,757	2,441	30.0	1.6	Woodward	12,513	10,556	22.1	8.9
Hugo	3,790	3,169	16.5	-3.3	**Total**	1,077,933	944,223	17.3	-1.2

[a]Percentage Change

RETAIL TRADE IN METRO AREAS AND STATE
($000)

Retail Trade	1 Mo. '85 Adjusted	1 Mo. '84 Adjusted	Jan. '85 Adjusted	Jan. '85 Unadjusted	Percentage Change 1 Mo. '85/'84 Adjusted	Percentage Change Jan./Dec. '85/'84 Adjusted	Percentage Change Jan./Dec. '85/'84 Unadjusted
OKLAHOMA CITY MSA							
Food	187,579	138,264	187,579	159,041	35.7	26.0	-7.3
Apparel	18,131	18,123	18,131	14,551	0.1	4.3	-51.7
General Merchandise	64,519	66,897	64,519	50,474	-3.6	-2.2	-55.8
Furniture	26,418	26,162	26,418	24,195	1.0	-3.3	-27.7
Lumber	17,486	24,022	17,486	13,276	-27.2	2.4	-12.3
Auto Dealers	132,015	93,375	132,015	109,751	41.4	-19.9	-11.3
Service Stations	23,577	25,140	23,577	22,439	-6.2	-0.3	-1.3
All Other	55,158	58,530	55,158	60,204	-5.8	-0.8	-12.2
Total	524,883	450,513	524,883	453,931	16.5	0.0	-18.6
TULSA MSA							
Food	84,629	99,769	84,629	95,286	-15.2	-8.3	-15.2
Apparel	16,113	14,608	16,113	13,203	10.3	1.5	-51.6
General Merchandise	34,784	29,850	34,784	27,400	16.5	3.7	-44.2
Furniture	21,722	19,412	21,722	19,925	11.9	-2.1	-24.5
Lumber	12,968	14,088	12,968	9,399	-7.9	-1.5	-15.6
Auto Dealers	97,216	68,762	97,216	80,820	41.4	-19.9	-11.3
Service Stations	19,329	20,611	19,329	18,395	-6.2	-0.3	-1.3
All Other	44,861	36,254	44,861	18,696	23.7	-3.5	-57.0
Total	331,622	303,354	331,622	283,124	9.3	-9.0	-23.3
ENID MSA							
Food	10,125	6,673	10,125	8,785	51.7	-4.3	-17.3
Apparel	1,763	1,421	1,763	1,554	24.1	13.3	-38.2
General Merchandise	4,279	3,910	4,279	3,336	9.4	24.6	-44.0
Furniture	1,261	1,399	1,261	1,142	-9.9	3.3	-24.6
Lumber	1,405	2,091	1,405	1,025	-32.8	-8.2	-26.8
Auto Dealers	10,213	7,222	10,213	8,491	41.4	-19.9	-11.3
Service Stations	1,666	1,776	1,666	1,586	-6.2	-0.2	-1.3
All Other	6,124	6,501	6,124	4,549	-5.8	12.5	-35.1
Total	36,836	30,993	36,836	30,468	18.9	-1.7	-24.2
LAWTON MSA							
Food	13,354	11,044	13,354	12,378	20.9	-4.8	-15.1
Apparel	1,265	1,174	1,265	1,141	7.7	8.9	-45.4
General Merchandise	7,065	6,332	7,065	5,719	11.6	3.8	-44.5
Furniture	2,547	2,417	2,547	2,289	5.4	2.5	-16.9
Lumber	1,688	1,969	1,688	1,395	-14.3	5.0	0.4
Auto Dealers	13,995	9,898	13,995	11,636	41.4	-19.9	-11.3
Service Stations	2,167	2,311	2,167	2,062	-6.3	-0.4	-1.3
All Other	2,177	2,908	2,177	1,792	-25.1	5.4	102.3
Total	44,358	38,053	44,358	38,412	16.6	-7.2	-18.6
MUSKOGEE AREA							
Food	10,912	8,487	10,912	9,637	28.6	-0.5	-13.1
Apparel	1,225	1,192	1,225	1,162	2.8	-31.6	-58.1
General Merchandise	2,990	3,099	2,990	2,539	-3.5	-0.1	-43.3
Furniture	1,082	968	1,082	965	11.8	3.5	-27.4
Lumber	830	1,153	830	522	-28.0	-30.3	-50.0
Auto Dealers	8,247	5,832	8,247	6,856	41.4	-19.9	-11.3
Service Stations	1,833	1,955	1,833	1,744	-6.2	-0.3	-1.3
All Other	4,233	4,011	4,233	2,774	5.5	5.4	-31.8
Total	31,352	26,697	31,352	26,199	17.4	-8.2	-23.6
STATE[a]							
Durable Goods	552,708	446,604	552,708	456,654	23.8	-8.5	-17.6
Auto Dealers	378,270	267,551	378,270	314,474	41.4	-19.9	-11.3
Accessory Dealers	44,919	38,888	44,919	37,434	15.5	11.1	-15.0
Total Automotive	423,189	306,439	423,189	351,908	38.1	-17.4	-11.7
Furniture	34,809	37,471	34,809	31,193	-7.1	-0.5	-20.4
Household Appliances	21,744	22,785	21,744	19,315	-4.6	0.9	-16.9
Total Furniture and Appliances	56,553	60,256	56,553	50,508	-6.2	0.1	-19.1
Lumber and Building Materials	49,929	58,928	49,929	38,739	-15.3	-2.1	-16.2
Hardware Stores	6,111	6,306	6,111	4,583	-3.1	3.7	-32.4
Total Lumber, Building Materials & Hardware	56,040	65,234	56,040	43,322	-14.1	-1.5	-18.3
Nondurable Goods	973,970	815,088	973,970	858,216	19.5	7.4	-25.7
Apparel	54,827	56,580	54,827	45,945	-3.1	1.1	-50.0
Drug Stores	17,577	14,676	17,577	14,590	19.8	5.8	-33.5
Eating and Drinking Places	141,218	120,607	141,218	123,395	17.1	-0.9	-13.2
Food Group	363,019	302,163	363,019	341,986	20.1	2.2	-10.7
Service Stations	83,380	88,911	83,380	79,289	-6.2	-0.3	-1.3
Department Stores, Mail Order Houses and Variety Stores	208,089	170,330	208,089	153,582	22.2	5.8	-57.0
Total Retail Trade	1,526,678	1,261,692	1,526,678	1,314,870	21.0	1.1	-23.1

[a]Total includes data for categories not shown in the table.

ENID AND LAWTON MSAs
MUSKOGEE MA

Category	1 Mo. '85	1 Mo. '84	Jan. '85	Percentage Change 1 Mo. '85/'84	Percentage Change Jan./Dec. '85/'84
ENID MSA					
Employment (Number)[a]					
Labor Force	29,500	31,100	29,500	-5.1	-5.8
Total Employment	27,200	29,100	27,200	-6.5	-7.5
Unemployment Rate (%)	7.8	6.4	7.8	—	—
PERMIT-AUTHORIZED CONSTRUCTION					
Residential—Single Family					
Dollar Value ($000)	256	1,002	256	-74.5	8.9
Number of Units	4	16	4	-75.0	33.3
Residential—Multi Family					
Dollar Value ($000)	1,246	240	1,246	419.2	-37.7
Number of Units	23	8	23	187.5	-79.5
Nonresidential					
Commercial ($000)	502	2,718	502	-81.5	—
Industrial ($000)	0	0	0	0.0	0.0
Institutional ($000)	0	0	0	0.0	0.0
Nonbuilding					
Streets and Highways ($000)	0	0	0	0.0	0.0
All Other Nonbuilding ($000)	0	22	0	—	0.0
Total Construction ($000)	2,004	3,983	2,004	-49.7	-10.3
LAWTON MSA					
Employment (Number)[a]					
Labor Force	40,400	39,400	40,400	2.5	-1.0
Total Employment	37,800	37,000	37,800	2.2	-1.6
Unemployment Rate (%)	6.4	6.1	6.4	—	—
PERMIT-AUTHORIZED CONSTRUCTION					
Residential—Single Family					
Dollar Value ($000)	1,178	2,388	1,178	-50.7	285.0
Number of Units	19	38	19	-50.0	280.0
Residential—Multi Family					
Dollar Value ($000)	425	697	425	-39.0	-46.9
Number of Units	14	25	14	-44.0	-30.0
Nonresidential					
Commercial ($000)	468	389	468	20.3	0.0
Industrial ($000)	0	112	0	—	—
Institutional ($000)	9,000	60	9,000	E	E
Nonbuilding					
Streets and Highways ($000)	0	756	0	—	0.0
All Other Nonbuilding ($000)	0	0	0	0.0	0.0
Total Construction ($000)	11,071	4,402	11,071	151.5	E
MUSKOGEE MA					
Employment (Number)[a]					
Labor Force	31,225	30,819	31,225	1.3	-1.4
Total Employment	27,275	26,967	27,275	1.1	-4.0
Unemployment Rate (%)	12.7	12.5	12.7	—	—
PERMIT-AUTHORIZED CONSTRUCTION					
Residential—Single Family					
Dollar Value ($000)	550	406	550	35.5	116.5
Number of Units	5	7	5	-28.6	66.7
Residential—Multi Family					
Dollar Value ($000)	0	0	0	0.0	—
Number of Units	0	0	0	0.0	—
Nonresidential					
Commercial ($000)	96	190	96	-49.5	-88.7
Industrial ($000)	0	0	0	0.0	—
Institutional ($000)	90	130	90	-30.8	—
Nonbuilding					
Streets and Highways ($000)	0	0	0	0.0	0.0
All Other Nonbuilding ($000)	36	30	36	20.0	—
Total Construction ($000)	773	756	773	2.3	-36.9

E = exceeds 600 percent.

[a]Includes revisions in some previous months.

Sources for all tables: Local utilities companies; 10th Federal Reserve District Member Banks; Federal Home Loan Bank of Topeka; Oklahoma Employment Security Commission; United States Department of Commerce, Construction Statistics Division; Oklahoma Department of Transportation, *Progressive Report of the Transportation Director*; Center for Economic and Management Research, College of Business Administration, The University of Oklahoma. The data for all tables were compiled by Marjorie E. Earley, Statistician for CEMR and Mary Long, Research Assistant.

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Category	1 Mo. '85	1 Mo. '84	Jan. '85	Percentage Change 1 Mo. '85/'84	Percentage Change Jan./Dec. '85/'84
OKLAHOMA CITY MSA					
Employment (Number)					
Labor Force	488,900	482,600	488,900	1.3	-1.3
Total Employment	456,300	454,000	456,300	0.5	-2.5
Unemployment Rate (%)	6.7	5.9	6.7	—	—
New Mortgage Loans Made ($000)[a]	22	32	22	-31.3	-4.4
Bank Deposits ($000,000)[b]					
Demand Deposits	1,186	1,153	1,186	2.9	6.7
Time and Savings Deposits	2,659	2,481	2,659	7.2	-0.8
PERMIT-AUTHORIZED CONSTRUCTION					
Residential—Single Family					
Dollar Value ($000)	14,257	47,558	14,257	-70.0	6.8
Number of Units	208	738	208	-71.8	9.5
Residential—Multi Family					
Dollar Value ($000)	8,819	12,985	8,819	-32.1	45.6
Number of Units	472	536	472	-11.9	57.3
Nonresidential					
Commercial ($000)	16,633	14,955	16,633	11.2	107.7
Industrial ($000)	1,464	612	1,464	139.2	19.5
Institutional ($000)	847	1,583	847	-46.5	429.4
Nonbuilding					
Streets and Highways ($000)	28	1,479	28	-98.1	-90.9
All Other Nonbuilding ($000)	200	679	200	-70.5	-18.7
Total Construction ($000)	42,248	79,850	42,248	-47.1	43.9
TULSA MSA					
Employment (Number)[a]					
Labor Force	354,900	359,700	354,900	-1.3	-0.4
Total Employment	327,100	330,200	327,100	-0.9	-1.9
Unemployment Rate (%)	7.8	8.2	7.8	—	—
New Mortgage Loans Made ($000,000)[a]	13	23	13	-43.5	-61.8
Bank Deposits ($000,000)[b]					
Demand Deposits	784	817	784	-0.4	0.0
Time and Savings Deposits	1,944	1,789	1,944	8.7	1.5
PERMIT-AUTHORIZED CONSTRUCTION					
Residential—Single Family					
Dollar Value ($000)	9,067	12,604	9,067	-28.1	13.8
Number of Units	157	229	157	-31.4	-1.9
Residential—Multi Family					
Dollar Value ($000)	1,222	12,339	1,222	-90.1	—
Number of Units	54	455	54	-88.1	—
Nonresidential					
Commercial ($000)	4,457	17,857	4,457	-75.1	-68.2
Industrial ($000)	79	812	79	-90.3	-89.7
Institutional ($000)	1,165	242	1,165	381.4	6.0
Nonbuilding					
Streets and Highways ($000)	635	3,362	635	-81.1	E
All Other Nonbuilding ($000)	182	311	182	-41.5	-46.9
Total Construction ($000)	16,808	47,527	16,808	-64.6	-30.8

E = exceeds 600 percent. [a]By savings and loan associations. [b]Total deposits of the Tenth District Federal Reserve Member Banks; Savings includes NOW accounts.

CONSTRUCTION, STATE

Category	1 Mo. '85	1 Mo. '84	Jan. '85	Percentage Change 1 Mo. '85/'84	Percentage Change Jan./Dec. '85/'84
PERMIT-AUTHORIZED CONSTRUCTION[a]					
Residential—Single Family					
Dollar Value ($000)	28,006	69,269	28,006	-59.6	11.0
Number of Units	439	1,117	439	-60.7	1.6
Residential—Multi Family					
Dollar Value ($000)	13,552	32,994	13,552	-58.9	44.9
Number of Units	713	1,284	713	-44.5	60.2
Nonresidential					
Commercial ($000)	24,706	43,954	24,706	-43.8	-2.7
Industrial ($000)	2,215	1,656	2,215	33.8	-24.3
Institutional ($000)	11,144	5,631	11,144	97.9	143.2
Nonbuilding					
Streets and Highways ($000)	7,273	13,101	7,273	-44.5	148.1
All Other Nonbuilding ($000)	501	1,235	501	-59.4	-16.5
Total Construction ($000)	87,397	167,840	87,397	-47.9	23.1

[a]Includes revisions in previous month's data.